

Website Experience

- Asked if older than 21 when trying to access the website
- NewDia's website is split into two parts
 - Informative sections
 - About Us
 - Dia Loyalty Members
 - Visit Us
 - Events
 - Black Wall Gallery
 - Careers in Boston Cannabis
 - Menu - Online shop
 - Home
 - Categories
 - Brand
 - Specials

Online Shop

The online shop provides customers with the option of ordering online and picking up the order in the store. Currently, no delivery service is provided and due to laws NewDia would not be allowed to deliver to college dorms (students presenting big proportion of customers).

The categories section allows customers to select product categories, which will then list related products. On the overview page filters such as weights, strain types, effects and more can be used to find the right product. The product pages include information on products including quantities, prices, descriptions, effects, and other useful information. Product pages also suggest related items and products often combined, which should typically animate customers to buy more items in one transaction.

The brand sections allow customers to search for or select specific brands. Based on the selection all products offered by the brand will be shown.

The specials section provides information about current sales deals and special offers.

The checkout process provides three options - 1) logging in to accounts, 2) signing up or 3) proceeding without a login but entering contact and payment details. The checkout includes standard fields such as contact details (first name, last name, mobile phone, birthdate), type (only pickup available), payment details (pay by bank instantly, cash, credit card, debit card), a summary and a "Place Order" button.

There is an option to log in to the online shop to receive personalized recommendations, faster checkout, and quick reordering of favorites.

Instagram

NewDia is active on Instagram - see details in social media analysis. However, Instagram doesn't allow to promote or sell cannabis products on the platform:

"Instagram doesn't allow people or organizations to use the platform to advertise or sell marijuana, regardless of the seller's state or country. Our policy prohibits any marijuana seller, including dispensaries, from promoting their business by providing contact information like phone numbers, email addresses, street addresses, or by using the "contact us" tab in Instagram Business Accounts. However, we do allow people to include a website link in their bio information." ([Instagram's policy on marijuana sales | Instagram Help Center](#))

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Website Data Analysis

Key Insights from the Data:

1. Most Popular Pages:

- The highest views are for the homepage (/ - 18,131 views) and the menu (/menu/ - 115,976 views).
- The **most visited section** is the menu, which suggests users are highly interested in browsing products.

2. User Engagement:

- The **highest engagement (views per active user)** is for:
 - /visit-us/recreational-cannabis-dispensary-near-boston-university/ (6.75 views per active user).
 - /stores/new-dia-fenway/products/flower/ (4.05 views per active user).
- This indicates these pages may have content that keeps users interested and returning.

3. Product Interest:

- **Most viewed product categories:**
 - **Flower:** /embedded-menu/new-dia-fenway/products/flower/ (621 views).
 - **Vaporizers:** /embedded-menu/new-dia-fenway/products/vaporizers/ (365 views).
 - **Edibles:** /embedded-menu/new-dia-fenway/products/edibles/ (290 views).
 - **Pre-Rolls:** /embedded-menu/new-dia-fenway/products/pre-rolls/ (281 views).
- This suggests these categories are the most in demand.

4. Conversion Funnel Observations:

- Checkout Page: /embedded-menu/new-dia-fenway/checkout/ (213 views).
- The ratio of **product page views to checkout views** is quite low, indicating a potential drop-off in conversions. It might be beneficial to analyze checkout process friction.

5. Event & Blog Interest:

- Events pages (</events/> - 272 views, </events/black-walls-gallery-2/> - 183 views) have **moderate engagement**.
- Blogs have **lower engagement** (e.g., Valentine's blog post - 38 views), indicating that they may need better promotion.

Recommendations:

- **Improve checkout conversion:** Investigate drop-off points in the buying process.
- **Boost product categories:** Flower, vaporizers, edibles, and pre-rolls should be prominently featured.
- **Enhance event promotions:** Events have interest but may need better marketing.
- **Optimize the blog strategy:** Blogs have low engagement; consider integrating them into popular pages.

High mobile device access typically indicates several key shopping behaviors and customer preferences:

1. Convenience-Driven Shopping

- Users are likely browsing on-the-go, meaning they may be looking for quick access to menus, deals, and store information.
- Mobile-friendly experiences (fast loading, easy navigation) are crucial to keeping them engaged.

2. Research & Decision-Making Before Purchase

- Many users may be browsing products on mobile before making a purchase in-store.
- Ensuring mobile-friendly product details, reviews, and pricing transparency can help drive in-store visits.

3. Checkout Drop-Off Risk

- Mobile checkouts often see higher abandonment rates due to friction (small screens, form-filling difficulty, payment issues).
- Optimizing mobile checkout with one-click payments (Apple Pay, Google Pay) or guest checkout can improve conversions.

4. Local & Immediate Purchase Intent

- High mobile usage suggests that many users may be searching for nearby stores, promotions, or events.
- Strengthening location-based SEO, store pages, and “Visit Us” sections can help drive foot traffic.

5. Social & Impulse Buying Influence

- Mobile users may come from social media, which often drives impulse purchases.
- Featuring limited-time offers, flash sales, or easy add-to-cart options on mobile could increase conversions.